

# Meeting The Call

The Trevor Project's  
Strategic Plan  
2020–2023



For Young LGBTQ Lives

## LEADERSHIP PERSPECTIVE

The Trevor Project was founded more than two decades ago to respond to a public health crisis impacting LGBTQ youth – a crisis whose magnitude is huge, and one that we have worked tirelessly to end. LGBTQ young people are more than four times more likely to attempt suicide than their peers, and suicide remains the second leading cause of death among all young people in the United States. In 2019, our research team published the nation's first estimate of LGBTQ youth considering suicide in partnership with leading experts from across the country. This ground-breaking research showed that over 1.8 million LGBTQ young people in the United States consider suicide each year.

Thanks to the work of our team, our volunteers, and our supporters across the country, The Trevor Project has become the leading global organization responding to the crisis of LGBTQ youth suicide. We have grown from a 24/7 phone Lifeline reaching several thousand youth per year, to a preeminent resource for LGBTQ youth in crisis – one that remains the primary resource for over half of the youth who reach out to us. While continuing to grow the impact of our Lifeline substantially, we have also launched on-demand digital services for youth to reach out 24/7 over text and online. In addition, we created TrevorSpace, the largest safe space social network for LGBTQ youth to connect – not just in the United States, but in over 100 countries across the globe.

The last few years have brought unprecedented change in the organization. The Trevor Project formalized research as a key organizational pillar, and since then The Trevor Project's research team has published multiple original research briefs and launched the world's largest survey of LGBTQ youth mental health. We also significantly expanded The Trevor Project's advocacy work, including the adoption of a nationwide campaign to end conversion therapy – one that has helped to stop this dangerous practice in states across the country. The last few years have also seen unprecedented growth across The Trevor Project's crisis services: with the support of significant innovations in technology, The Trevor Project has been able to launch its digital (Text and Chat) services to reach young people 24/7.

While celebrating this growth, we also know there is still an enormous amount of work ahead. This crisis calls for expanding our movement to end suicide among LGBTQ youth – and The Trevor Project is here to heed that call. This plan outlines tangible goals and strategies to position The Trevor Project to build on our successes and dramatically increase our impact. It was generated over a comprehensive nine-month strategic planning process with input from a wide range of stakeholders across our community: LGBTQ youth, the Board of Directors, staff, crisis counselors, volunteers, donors, peer organizations and leading multi-disciplinary experts from across the globe. Throughout that process, we explored trends in The Trevor Project's growth to date, opportunities for growth ahead, and potential threats and disruptions that could challenge this growth. What has resulted is a strategy grounded in rigorous analysis and focused on the relentless pursuit of our mission in the years ahead.

On behalf of everyone across The Trevor Project's community, we want to say thank you. The progress The Trevor Project has made to date would not be possible without the guidance and vision of so many who came before us. We welcome you to continue to build this movement with us as we look to the future and work tirelessly to save young LGBTQ lives.

In possibility,



**GINA MUÑOZ**

Chair of the Board of Directors



**AMIT PALEY**

CEO & Executive Director

## WHO WE ARE

### Our mission

**The Trevor Project's mission is to end suicide among gay, lesbian, bisexual, transgender, queer, and questioning young people.**

### Our vision

Our vision is to always be the world's largest and best-in-class provider of suicide prevention and crisis intervention services for LGBTQ youth, and serve as a leading voice in education, advocacy, and research related to LGBTQ youth and mental health.

**The Trevor Project aims to do this through five key programs:**



#### Crisis services

Direct suicide prevention and crisis intervention services to support LGBTQ youth 24/7 via phone, text, and chat



#### Peer support

The world's largest safe space social networking community for LGBTQ youth



#### Research

Evaluations and external research that support The Trevor Project in significantly improving its services while maintaining preeminence in scientific inquiry



#### Education and public awareness

Programs, trainings, and content promoting awareness around issues and policies relevant to LGBTQ youth and the adults who support them



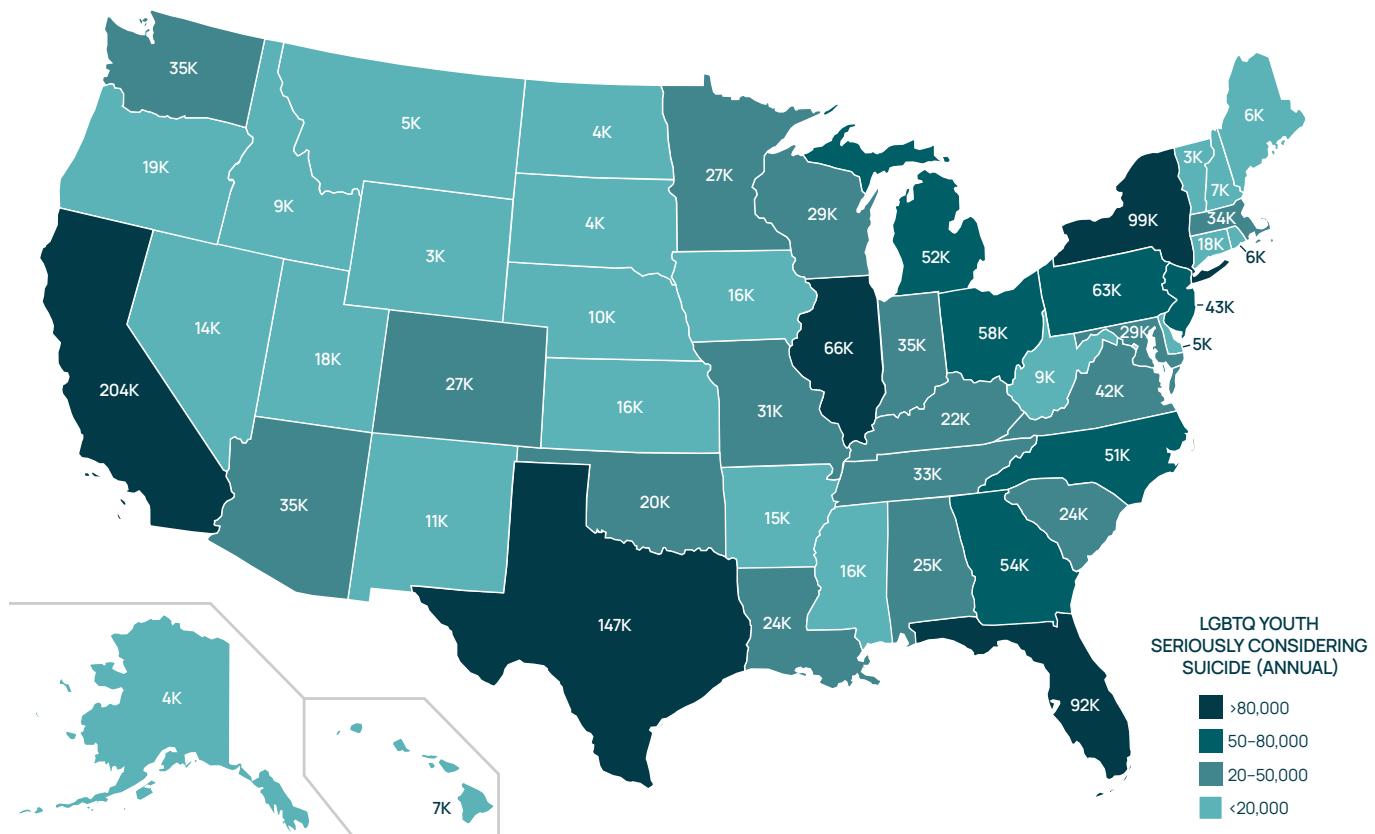
#### Advocacy

Advocacy at the federal, state, and local levels to fight for policies and laws that protect LGBTQ youth

## THE NEED

**The Trevor Project estimates that there are over 1.8 million LGBTQ youth in the United States seriously considering suicide each year.**

- Suicide is the second leading cause of death among young people
- Lesbian, gay, bisexual, and transgender youth are more than four times more likely to attempt suicide than their peers
- 40% of LGBTQ youth seriously considered suicide in the past year
- More than half of transgender and nonbinary youth have seriously considered suicide



## OUR BOLD GOAL

The Trevor Project's bold, ambitious goal is to serve *1.8 million crisis contacts* annually by the end of its 25th year, while continuing to scale and innovate on its other core services.

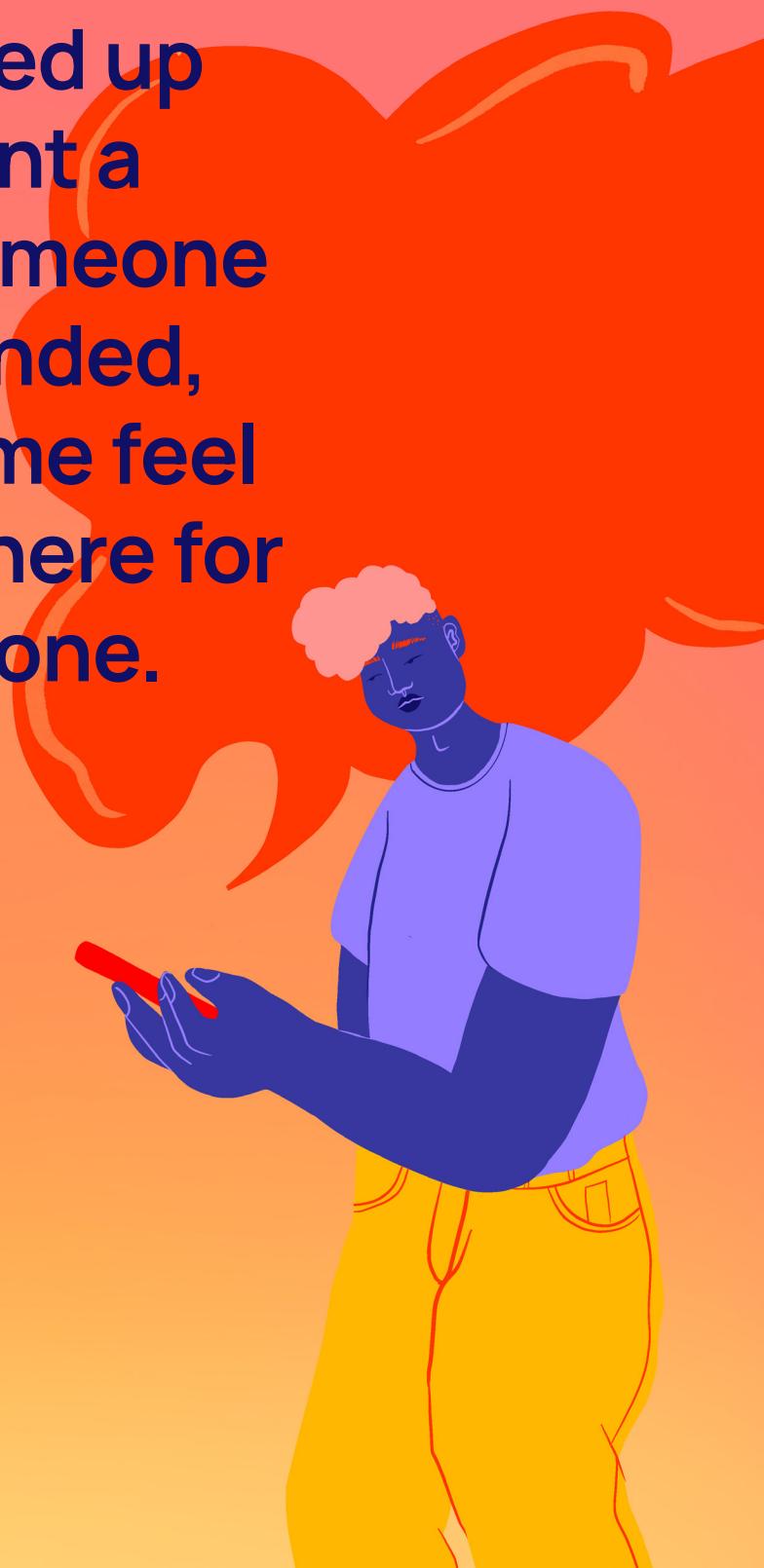


Note: the projected number of annual crisis contacts is derived using estimate of youth reached in the final month of plan timeframe, as calculated on an annual run-rate basis.

“ ”

I didn't know what else to do or who else to contact. So, I picked up my phone and I sent a text. And when someone from Trevor responded, it instantly made me feel like people were there for me, like I wasn't alone.

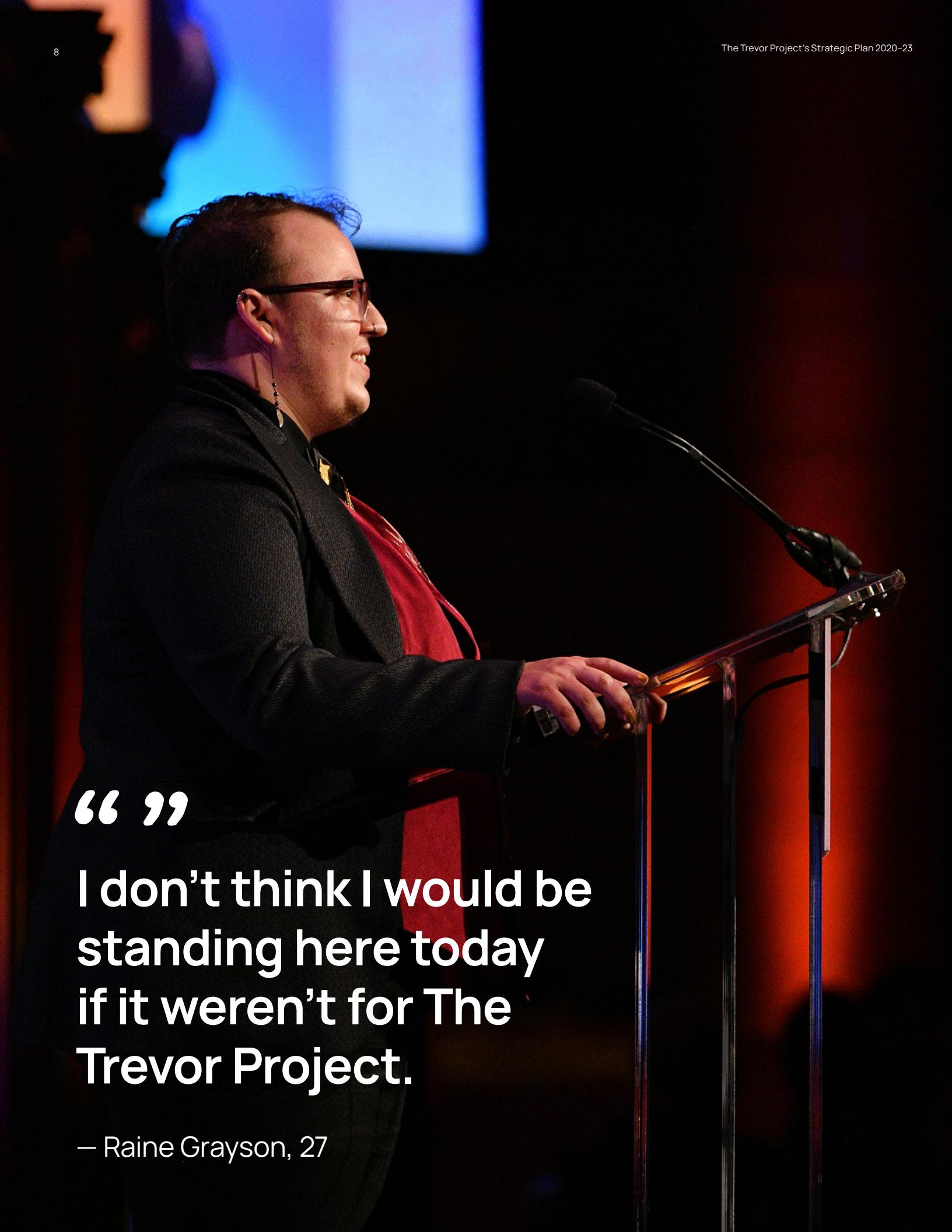
— TrevorText user



**JOIN OUR MOVEMENT**

**Answering 1.8 million  
calls, texts, and chats  
from LGBTQ young people  
in crisis is possible – but  
only with the continued  
dedication of supporters  
like you.**

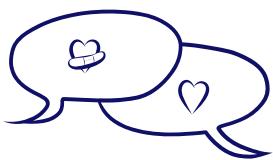
By contributing to The Trevor Project, you are helping us build the capacity to reach any LGBTQ young person in the United States who needs us. We invite you to join this life-saving movement to end suicide among LGBTQ youth.

A photograph of a man with dark hair and glasses, wearing a black suit jacket over a red shirt. He is standing at a podium, looking towards the right, and speaking into a microphone. The background is dark with some blue and red lighting.

“ ”

I don't think I would be  
standing here today  
if it weren't for The  
Trevor Project.

— Raine Grayson, 27



## CRISIS SERVICES

The Trevor Project will dramatically increase its core crisis services to reach 1.8 million LGBTQ crisis contacts across the United States.

### GOALS

#### **Significantly grow the number of crisis contacts served**

The Trevor Project will pursue significant growth annually between FY21 and FY23, enabling the organization with the capacity to reach 1.8 million crisis contacts by the end of FY23

---

#### **Build on The Trevor Project's history of quality and inclusivity to be the most effective and welcoming support for every LGBTQ young person**

The Trevor Project will significantly expand the diversity and representation of its crisis contacts in alignment with national youth demographics, while maintaining excellent service quality, including high de-escalation rates for the youth who reach out

---

#### **Ensure the long-term sustained viability of The Trevor Project's life-saving crisis services**

The Trevor Project will optimize IT, data, training, and evaluation systems to set The Trevor Project's counselors and staff up for continued success in the years ahead, while aligning the goals of each team at The Trevor Project around operational growth

---

#### **Lay the foundation for continued growth to support LGBTQ youth across the U.S. and abroad**

Starting in FY21, The Trevor Project will begin in-depth planning for how the organization can expand its crisis services internationally and/or in new languages



## PEER SUPPORT

The Trevor Project will continue to scale up TrevorSpace, the world's largest safe space social network for LGBTQ youth.

### GOALS

#### **Dramatically grow peer support services to reach more young people across the globe**

The Trevor Project will dramatically grow the number of TrevorSpace users across all populated continents

---

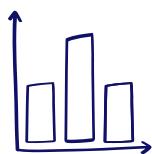
#### **Ensure TrevorSpace is the safest, most welcoming, and engaging online experience for a diverse cross section of LGBTQ youth**

The Trevor Project will optimize features and on-site content to engage a diverse range of LGBTQ youth, with a focus on youth outside the United States, youth of color, and marginalized communities across the globe

---

#### **Continually assess TrevorSpace so that it remains effective and accessible to a wide range of LGBTQ young people**

The Trevor Project will conduct at least one formal effectiveness evaluation of TrevorSpace to identify opportunities for growth and optimize the site so more LGBTQ young people can access it



## RESEARCH

The Trevor Project will work to advance scientific inquiry, leverage internal and external data, and inform public knowledge in ways that bring new insights and clinical implications to the fields of suicidology and LGBTQ youth mental health.

## GOALS

### **Dramatically grow The Trevor Project's impact in scientific inquiry within the LGBTQ youth mental health space**

The Trevor Project will continually grow its body of research while expanding capacity for research through impactful partnerships

---

### **Publish high-impact content that can be consumed by audiences beyond academia**

The Trevor Project will expand the scale of its flagship national survey while continuing to grow visibility and general public consumption of its research

---

### **Ensure The Trevor Project's services are informed by cutting-edge research**

The Trevor Project will incorporate new studies, scientific advances, and research protocols to build on its thought leadership and the impact of its programs



## EDUCATION AND PUBLIC AWARENESS

The Trevor Project will grow its training products and online resources, while leveraging creative communications approaches to increase public awareness about life-saving topics related to LGBTQ youth and suicide prevention.

### GOALS

#### **Build and refine suite of educational and training products for key audiences that can help reduce LGBTQ youth suicide**

The Trevor Project will refine existing educational and training products while exploring additional potential resources to support LGBTQ youth and the adults and allies who interact with them

---

#### **Create best-in-class online resource hub for LGBTQ young people and LGBTQ youth-facing adults**

The Trevor Project will build and deploy a suite of free, accessible online learning modules to inform and engage LGBTQ youth and youth-facing adult audiences

---

#### **Grow public awareness of The Trevor Project and critical content related to LGBTQ youth and suicide prevention**

The Trevor Project will continue to increase awareness of the organization and key topics related to its mission by leveraging existing and new channels for engagement



## ADVOCACY

The Trevor Project will build on its success in key advocacy areas while broadening its engagement to other issues facing LGBTQ youth across the United States.

### GOALS

#### **Ensure all LGBTQ youth across the country are protected from the dangerous practice of conversion therapy**

The Trevor Project will work at the local, state, and federal levels, and through legislation and litigation, to protect LGBTQ youth from the harmful practice of conversion therapy

---

#### **Dramatically expand the collection of sexual orientation and gender identity (SOGI) information in death records and government surveys on youth**

The Trevor Project will promote efforts at the local, state, and federal levels to collect SOGI data in death records and in government surveys on youth, to create more accurate data on the number of LGBTQ youth who die by suicide and who attempt suicide

---

#### **Lead the charge for every school district in America to implement effective and inclusive suicide prevention policies**

The Trevor Project will advocate for universal adoption of model school policies designed to protect LGBTQ youth, and will monitor successful adoption and implementation of policies



## GUIDING PRINCIPLES

Across all of the initiatives and strategies in this plan, The Trevor Project will take action in line with the following guiding principles:

### Diversity & inclusion

Ensure an accessible and welcoming environment for all LGBTQ youth and for our team

### Youth-centricity

Keep LGBTQ youth at the center of everything we do

### Growth

Build capacity to meet the needs of LGBTQ young people who need our services

### Quality

Ensure services provided by The Trevor Project are of the highest quality as the organization grows

### Innovation

Incorporate and develop innovations that increase our impact

### Best-in-class team

Build and invest in a team equipped to pursue the organization's mission and goals



The Trevor Project is the world's largest suicide prevention and crisis intervention organization for lesbian, gay, bisexual, transgender, queer, and questioning young people.



@TheTrevorProject



@TrevorProject

LGBTQ youth are counting on us.  
Join us in our *life-saving* movement today.